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TITLE: METHOD AND SYSTEM FOR  
SCHEDULE BASED ADVERTISING  
ON A MOBILE PHONE

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**METHOD AND SYSTEM FOR  
SCHEDULE BASED ADVERTISING ON A MOBILE PHONE**

**5 BACKGROUND OF THE INVENTION**

**1. Field Of The Invention**

The present invention generally relates to the advertising of goods and services. The present invention specifically relates to advertisements being communicated to mobile phone users.

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**2. Description Of The Related Art**

The mobile phone industry experienced tremendous growth during the 1990's. This growth facilitated an expansion in features available on a mobile phone. For example, mobile phones are now being sold with an Internet browser feature, an e-mail feature, and a Personal Data Assistant feature. It is inevitable that advertisers will "push" advertisements to mobile phone users, and as a result, mobile phones will need to be equipped with an advertising messaging feature. Any type of advertising messaging feature should balance an economic benefit for advertisers with a shopping advantage for mobile phone users. Additionally, a convenient communication mode with the mobile phone users must be established, while any risk of economically burdening mobile phone users should be minimized, if not eliminated. What is therefore needed is a system for implementing a method that intelligently communicates advertisements of goods and services to mobile phone users in a manner that is acceptable to both mobile phone users and advertisers. In particular, what is needed is a communication mode based on a schedule and preferences of a mobile phone user with an incentive for the mobile phone user to regularly accept and respond to advertisements.

## SUMMARY OF THE INVENTION

The present invention is a method and system for schedule and user preference based advertisements on a mobile phone that can provide an incentive for mobile phone users to regularly accept and respond to

5 advertisements. Various aspects of the invention are novel, non-obvious, and provide various advantages. While the actual nature of the present invention covered herein can only be determined with reference to the claims appended hereto, certain features, which are characteristic of the embodiments disclosed herein, are described briefly as follows.

10 One form of the present invention is a first method for communicating an advertisement to a mobile station (e.g., a mobile phone). A registration of the mobile station with a base station (e.g., a tower) is detected. A user preferred schedule for transmitting advertisements to the mobile station is initiated subsequent to a detection of the registration. And, an advertisement

15 is transmitted to the mobile station in accordance with the user preferred schedule.

A second form of the present invention is a second method for communicating an advertisement to a mobile station. An advertisement is transmitted to the mobile station subsequent to a registration of the mobile

20 station with a base station. And, a reception of the advertisement by the mobile station is verified in response to a reception of a responsive command from the mobile station.

A third form of the present invention is a system comprising a mobile station and a computer (e.g., a computer telephony server). The mobile station is operable to register with a base station. In a first aspect of the system, the computer is operable to detect a registration of the mobile station with the base station. The computer further include means for initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to the registration detection, and means for controlling a transmission of an advertisement in accordance with the schedule.

In a second aspect of the present invention, the computer is operable to control a transmission of an advertisement to the mobile station. The computer also includes means for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station.

A fourth form of the present invention is a computer program product in a computer readable medium for communicating an advertisement to a mobile station. In a first aspect, the computer program product comprises computer readable code for detecting a registration of the mobile station with a base station, computer readable code for initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to the registration detection, and computer readable code for controlling a transmission of an advertisement in accordance with the schedule.

In a second aspect, the computer program product comprises computer readable code for controlling a transmission of an advertisement to the mobile station, and computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station.

The foregoing forms and other features and advantages of the invention will become further apparent from the following detailed description of the presently preferred embodiments, read in conjunction with the accompanying drawings. The detailed description and drawings are merely 5 illustrative of the invention rather than limiting, the scope of the invention being defined by the appended claims and equivalents thereof.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**FIG. 1** is a schematic diagram of one embodiment of hardware 10 employed in a telecommunication system of the present invention;

**FIG. 2** is a block diagram of one embodiment in accordance with the present invention of computer hardware employed in a primary call center of the **FIG. 1** system;

**FIG. 3** is a block diagram of one embodiment in accordance with the 15 present invention of hardware employed in a mobile phone of the **FIG. 1** system;

**FIG. 4** illustrates a flow chart of one embodiment in accordance with the present invention of a user profiling routine;

**FIG. 5** is a block diagram of one embodiment in accordance with the 20 present invention of computer software employed in the **FIGS. 2 and 3** hardware;

**FIG. 6** illustrates flow charts of one embodiment in accordance with the present invention of a pair of complementary push advertising routines that are implemented by the **FIG. 5** computer software;

**FIG. 7** illustrates a flow chart of one embodiment in accordance with the present invention of an advertisement transmission subroutine of the **FIG. 6** routines; and

**FIG. 8** illustrates a flow chart of one embodiment in accordance with 5 the present invention of a reception verification subroutine of the **FIG. 6** routines.

#### DETAILED DESCRIPTION OF THE PRESENTLY PREFERRED EMBODIMENTS

10 Referring to **FIG. 1**, a telecommunication system of the present invention is shown. The system comprises a conventional public switched telephone network (PSTN) 10, a primary call center 20, a mobile station in the form of a mobile phone 50, a base station 60, and an advertiser call center 70. The system can comprise additional primary call centers 20, mobile phones 50, base stations 60, and/or advertiser call centers 70.

15 Call center 20 includes a computer telephony (CT) server 30, a registration database 40, a user profile/history database 41, and an advertiser database 42. CT server 30 may have a permanent communication link to PSTN 10 as shown, such as, for example, by a wire or fiber optic cable 20 connection. Alternatively, PSTN 10 and CT server 30 may have a temporary communication link, such as, for example, by a wireless communication. CT server 30 has a permanent communication link to databases 40-42 as shown.

20 CT server 30 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and 25 outputting the processing results as would occur to those having ordinary skill in the art, such as, for example, a personal computer, a workstation, a super computer, a mainframe computer, a minicomputer, a super minicomputer, or a microcomputer. Referring additionally to **FIG. 2**, CT server 30 preferably

includes a bus 31 for facilitating electrical communication among one or more central processing units (CPU) 32, a read-only memory (ROM) 33, a random access memory (RAM) 34, an input/output (I/O) controller 35, a disk controller 36, a communication controller 37, and a user interface controller 38.

5        Each CPU 32 is preferably one of the Intel families of microprocessors, one of the AMD families of microprocessors, one of the Motorola families of microprocessors, or one of the various versions of a Reduced Instruction Set Computer microprocessor such as the PowerPC chip manufactured by IBM. ROM 33 permanently stores various controlling programs such as the Basic

10      Input-Output System (BIOS) developed by IBM. RAM 34 is the memory for loading an operating system and selectively loading the controlling programs. Controller 35 is an aggregate of conventional controllers for facilitating an interaction between CPU 32 and pointing devices such as a mouse 43 and a keyboard 44, and between CPU 32 and output devices such as a printer 45

15      and a fax 46. Controller 36 is an aggregate of conventional controllers for facilitating an interaction between CPU 32 and data storage devices such as disks drives 47 in the form of a hard drive, a floppy drive, and a compact-disc drive that are locally or remotely situated. The hard drive stores a conventional operating system, such as, for example, IBM's AIX operating

20      system or Microsoft's Windows, and application programs.

Controller 37 is an aggregate of conventional controllers for facilitating an interaction between CPU 32 and PSTN 10 as well as between CPU 32 and registration database 40, CPU 32 and user profile/history database 41, and CPU 32 and advertiser database 42. Controller 38 is an aggregate of

25      conventional controllers for facilitating an interaction between CPU 32 and a graphic display device such as a monitor 48, and between CPU 32 and an audio device such as a speaker 49.

Those having ordinary skill in the art will appreciate alternative embodiments of CT server 30 for implementing the principles of the present invention.

Referring still to **FIG. 1**, mobile phone 50 may be configured in any form as those having ordinary skill in the art will appreciate. Referring additionally to **FIG. 3**, mobile phone 50 preferably includes a bus 51 for facilitating electrical communication among a central processing unit (CPU) 52, a flash memory (FLASH) 53, a random access memory (RAM) 54, a read-only memory 55, a display adapter 56, a keypad adapter 57, an audio adapter 58, and a wireless link 59 including a transmitter (not shown), a receiver (not shown), and an antenna (not shown).

As with each CPU 32 (**FIG. 2**), CPU 52 is preferably one of the Intel families of microprocessors, one of the AMD families of microprocessors, one of the Motorola families of microprocessors, or one of the various versions of a Reduced Instruction Set Computer microprocessor such as the PowerPC chip manufactured by IBM. FLASH 53 stores a conventional operating system, such as Windows CE or Palm OS, and application programs. FLASH 53 or ROM 55 can store various controlling programs such as the Basic Input-Output System (BIOS). RAM 54 is the memory for loading the operating system and selectively loading the controlling programs.

Those having ordinary skill in the art will appreciate alternative embodiments of mobile phone 50 for implementing the principles of the present invention. Those having ordinary skill in the art will also appreciate alternative embodiments of a mobile station for implementing the principles of the present invention, such as, for example, a laptop computer, a Personal Data Assistant, etc.

Referring again to **FIG. 1**, base station **60** may be configured in any form of a conventional system for establishing and registering a communication link with mobile phone **50** when detecting mobile phone **50** is activated (i.e., mobile phone **50** is powered on) within a distinct service area.

5 PSTN **10** and base station **60** may have a permanent communication link, or alternatively, PSTN **10** and base station **60** may have a temporary communication link as shown.

Referring still to **FIG. 1**, call center **70** includes a conventional telecommunication switch (TS) **71**, a computer telephony server (not shown) 10 and one or more telecommunication devices, such as, for example, a switchboard, a phone, or an agent workstation **72** as shown. PSTN **10** and switch **71** may have a permanent communication link as shown, or alternatively, PSTN **10** and switch **71** may have a temporary communication link. Switch **71** has a permanently established communication link to agent 15 workstation **72** as shown.

User profile/history database **41** includes one or more exemplary rows of data representative of information related to users of mobile stations within the telecommunication system that have granted authorization for call center **20** to "push" advertisements to their respective mobile stations. In one 20 embodiment, call center **20** utilizes a user profiling routine **100** as shown in **FIG. 4** to generate and store a user profile within database **41** for the user of mobile phone **50**. Accordingly, to gather user information, call center **20** can offer personal interviews (e.g., face-to-face or telephonically), or accept applications via walk-ins, the mail system, a telephone or an Internet website.

Referring additionally to **FIG. 4**, during a stage **S102** of routine **100**, information related to mobile phone **50** as well as any secondary mobile phones for receiving advertisements is stored within database **41**. The following TABLE 1 illustrates an exemplary row of stage **S102** information

5 coded and stored within user profile/history database **41** that corresponds to the user of mobile phone **50**:

TABLE 1

PRIMARY MOBILE PHONE	RECEIVE ADS	SECONDARY MOBILE PHONE	RECEIVE ADS
50	Yes	Spouse's Mobile Phone	Yes (Weekends)

10 During a stage **S104** of routine **100**, information related to an advertisement transmission schedule for each listed mobile station as preferred by the user of mobile phone **50** is stored within database **41**. The following TABLE 2 illustrates an exemplary row of stage **S104** information coded and stored within user profile/history database **41** that corresponds to

15 the user of mobile phone **50**:

TABLE 2

PRIMARY TRANSMISSION SCHEDULE	SECONDARY TRANSMISSION SCHEDULE
Upon Registration Only; Every Hour Thereafter	Upon Registration

An entry of "default" can be coded and stored within database **41** when the user of mobile phone **50** prefers to receive advertisements on either mobile phone in accordance with a default scheduled fixed by call center **20**.

During a stage **S106** of routine **100**, information related to the types of 5 advertisements preferred by the user of mobile phone **50** is stored within user profile/history database **41**. The following TABLE 3 illustrates an exemplary row of stage **S106** information coded and stored within user profile/history database **41** that corresponds to the user of mobile phone **50**:

10

TABLE 3

PRIMARY INTEREST	SECONDARY INTERST
Sports Clothing And Memorabilia	Automobiles And Accessories

15

During a stage **S108** of routine **100**, information related to a facilitation of purchases by the user of mobile phone **50** is stored within user profile/history database **41**. The following TABLE 4 illustrates an exemplary row of stage **S108** information coded and stored within user profile/history database **41** that corresponds to the user of mobile phone **50**:

TABLE 4

PIN NO.	CREDIT CARD	SHIPPING ADDRESS
xxxxxxxxxx	MasterCard xxxx-xxxx-xxxx-xxxx; Expiration Month/Year	Street; City, State; Zip Code

Routine **100** is terminated upon completion of stage **S108**. The user of mobile phone **50** however can direct an editing of any information stored within database **41**. For example, the user of mobile phone **50** may desire to change the advertisement transmission schedule for mobile phone **50**. The

5 user of mobile phone **50** can provide a schedule change to authorized personnel of call center **20**, can input a schedule change to database **41** by utilizing telephone dial keys of mobile phone **50** or providing vocal commands via mobile phone **50** to CT server **30**, or can input a schedule change to database **41** via an Internet website established by call center **20**.

10 Referring to **FIG. 1**, advertiser database **42** includes rows of data representative of information related to a demographic of advertisers as well as the goods and/or services sold by advertisers. For purposes of matching locations of mobile phone users and advertisers, the base station serving the area in which the advertiser is located is also listed in advertiser database **42**.

15 The following **TABLE 5** illustrates an exemplary row of an advertiser information within advertiser database **42** with information related to the advertiser of call center **70**:

TABLE 5

<u>ADVERTISER</u>	<u>PHONE NO.</u>	<u>LOCATION</u>	<u>GOODS/ SERVICES</u>	<u>BASE STATION</u>
70	(xxx) xxx-xxx	Street; City, State; Zip Code	Sports Clothing	60

Referring to FIGS. 2 and 5, CT server 30 includes software 80 as will be subsequently described herein in connection with FIG. 6. Software 80 is physically stored within the hard drive of disk drives 47 and uploaded to RAM 34 whereby the hard drive and RAM 34 are computer readable mediums that are electrically, magnetically, optically, or chemically altered to carry computer readable code for implementing software 80. In other embodiments of CT server 30, software 80 can be stored and downloaded from other computer readable mediums such as, for example, from another disk drive 47. Also in other embodiments of CT server 30, software 80 can be partially or fully implemented with digital circuitry, analog circuitry, or both. CT server 30 can additionally include software (not shown) as would occur to those having ordinary skill in the art for establishing an Internet website.

Referring to FIGS. 3 and 5, mobile phone 50 includes software 90 as will be subsequently described herein in connection with FIG. 6. Software 90 is physically stored within FLASH 53 or ROM 55, and uploaded to RAM 54 whereby FLASH 53, RAM 54, and/or ROM 55 are computer readable mediums that are electrically, magnetically, optically, or chemically altered to carry computer readable code for implementing software 90. In other embodiments of mobile phone 50, software 90 can be partially or fully implemented with digital circuitry, analog circuitry, or both. Mobile phone 50 can additionally include software (not shown) as would occur to those having

ordinary skill in the art for browsing any Internet website established by CT server 30.

Referring to FIG. 5, software 80 includes a conventional registration module 81, an advertising module 82, a monitoring module 83, and a conventional communication interface 84 for implementing a routine 110 as shown in FIG. 6. And, software 90 includes a conventional user interface 91, an advertising module 92, and a telecommunication interface 93 for implementing a routine 120 as shown in FIG. 6. For purposes of understanding the principles of the present invention, a description of the interaction among software 80, software 90, registration database 40, user profile/history database 41, advertiser database 42, base station 60 (FIG. 1), and agent workstation 72 (FIG. 1) will now be described herein.

Referring to FIGS. 1, 5, and 6, during a stage S112 of routine 110, module 81 of software 80 registers mobile phone 50 within database 40 in response to a reception of registration notification signal RNs by communication interface 84 from base station 60. Registration notification signal RNs indicates mobile phone 50 has been formally registered with base station 60 as would occur to those having ordinary skill in the art. The following TABLE 6 illustrates an exemplary row within registration database 40 with mobile phone 50 being registered with base station 60:

TABLE 6

MOBILE STATION	BASE STATION(S)	REGISTRATION DAY AND DATE	REGISTRATION TIME
50	60	Weekday; Day, Month	xx:yy.zz

Those having ordinary skill in the art will appreciate that base station 60 is operational over a distinct service area, and a corresponding listing of base station 60 with mobile phone 50 within database 40 indicates mobile phone 50 is located within the service area of base station 60. Mobile phone 50 can be located within a service area of a different base station (not shown), and thus, any corresponding listing of a different base station with mobile phone 50 within database 40 indicates mobile phone 50 is either located within the service area of that particular base station. Additionally, mobile phone 50 can be located within the service area of base station 60 while being situated within a handoff zone between base station 60 and another base station. As such, any listing of base station 60 and a second base station with mobile phone 50 within database 40 indicates a potential handoff between base station 60 and the second base station. The information related to any potential handoff from base station 60 to the second base station can be utilized when selecting advertisements to transmit to mobile phone 50 as will be further described herein in connection with FIG. 7.

During a stage S114 of routine 110, module 82 of software 80 directs a transmission of an advertisement to mobile phone 50. In one embodiment, module 82 implements a routine 140 as shown in FIG. 7 during stage S114.

Referring additionally to FIG. 7, during a stage S142 of routine 140, module 82 filters advertiser profiles from database 42 having a similar location as mobile phone 50. In one embodiment, module 82 determines the location of mobile phone 50 as being within the service area of base station 60 by reading the corresponding data row of database 40. Module 82 then sorts through the data rows of database 42 to compile a listing of each advertiser within the service area of the base station 60 or the service area of any potential handoff base station.

During a stage **S144** of routine **140**, module **82** filters the listed advertiser profiles compiled during stage **S142** that match the user profile of the user of mobile phone **50**. In one embodiment, module 82 sorts through the data rows of database **41** to compile a listing of each advertiser offering a good or a service that matches the primary interest or secondary interest of the user of mobile phone **50** as listed in database **41**.

During a stage **S146** of routine **140**, module **82** filters advertisements from the listed advertiser profiles compiled during stage **S144** that have been previously transmitted to the user of mobile phone **50**. In one embodiment, database **42** lists an advertisement identification with each advertisement offered by advertiser and database **40** lists each advertisement previously received by a mobile station user.

The following TABLE 7 illustrates an exemplary row of an advertisement identifications within advertiser database **42** with information related to the advertiser of call center **70**:

TABLE 7

<u>ADVERTISER</u>	<u>FIRST ADVERTISEMENT</u>	<u>SECOND ADVERTISEMENT</u>	<u>THIRD ADVERTISEMENT</u>
70	70-0000001	70-0000002	N/A

The following TABLE 8 illustrates an exemplary row of database **41** indicating advertisements previously transmitted to the user of mobile phone **50**:

TABLE 8

MOBILE STATION	FIRST ADVERTISEMENT	SECOND ADVERTISEMENT	THIRD ADVERTISEMENT
50	70-0000001	N/A	N/A

Module **82** will sort through database **41** and database **42** to compile a final list of new advertisements matching preferences of the user of mobile phone **50**.

During a stage **S148** of routine **140**, module **82** directs a transmission of filtered advertisements compiled during stage **S146** to mobile phone **50** with no charge to the account of the user of mobile phone **50**, such as, for example, an advertisement **AD** corresponding to advertisement identification **70-0000002** as shown in TABLES 7 and 8. The transmission of advertisement **AD** is from a storage location of call center **20** or call center **70**, and is in accordance with the corresponding advertisement transmission schedule in database **41**. In one embodiment, module **82** utilizes the registration day, date and/or time as stored in database **40** when initiating and adhering to the preferred advertisement transmission schedule of the user of mobile phone **50**.

Referring again to FIGS. 1, 5 and 6, during a stage **S122** of routine **120**, interface **91** of software **90** notifies the user of mobile phone **50** of the reception of advertisement **AD** by interface **93**. In one embodiment, call center **20** specifically designs and offers specials mobile phones, such as mobile phone **50**, to initially beep or vibrate to gain the attention of the user. The mobile phones can be equipped with a high quality color display for displaying advertisements in text form or graphic form via a telephone or web site of call center **20**. Alternatively or concurrently, the mobile phones can be

equipped with a high quality audio adapter, speaker or head phones for providing high quality audio presentations of advertisements.

During a stage **S124** of routine **120**, module **92** of software **90** ascertains whether the user of mobile phone **50** desires to contact call center **70**, acknowledge advertisement **AD**, and/or store advertisement **AD**. In one embodiment, to input a contact command **CC** indicating a desire to have a communication link established between mobile phone **50** and call center **70**, the user of mobile phone **50** can press the pound (#) key or a contact key combination as embedded in advertisement **AD**. To input an acknowledge command **AC** indicating an acknowledgment of advertisement **AD**, the user of mobile phone **50** can press the star (\*) key or an acknowledgement key combination as embedded in advertisement **AD**. To input a store command **SC** indicating a desire to store advertisement **AD**, the user of mobile phone **50** can press the key "7" having letter inscription "S" for storing, or a storage key combination as embedded in advertisement **AD**. Advertisement **AD** can be stored within mobile phone **50**, database **41**, and/or transmitted to a personal e-mail account of the user of mobile phone **50**.

When the user of mobile phone **50** inputs contact command **CC**, module **92** of software **90** proceeds to a stage **S126** of routine **120** to control a transmission of the contact command **CC** via interface **93** to interface **84**. When the user of mobile phone **50** inputs acknowledge command **AC**, module **92** proceeds to a stage **S128** of routine **120** to control a transmission of the acknowledge command **AC** via interface **93** to interface **84**. When the user of mobile phone **50** inputs store command **SC**, module **92** proceeds to a stage **S130** of routine **120** to control a transmission of store command **SC** via interface **93** to interface **84**.

In response to a reception of contact command **CC**, acknowledge command **AC** or store command **SC**, module **83** of software **80** verifies the reception of advertisement **AD** by mobile phone **50** during a stage **S116** of routine **110**. In one embodiment, module **83** implements a routine **150** as shown in **FIG. 8** during stage **S116**.

Referring additionally to **FIG. 8**, module **83** proceeds to a stage **S154** of routine **50** when receiving contact command **CC** during a stage **S152** of routine **150**. During stage **S154**, module **83** controls an establishment of a communication link between mobile phone **50** and agent workstation **72** with no charge to the account of the user of mobile phone **50**. In one embodiment, the advertiser of call center **70** can have access to the user profile within database **41** to facilitate a purchase of a good or a service.

Module **83** thereafter proceeds to stage **S156** to reward the user of mobile phone **50** for responding to advertisement **AD**. The user of mobile phone **50** can be rewarded in many ways. For example, the user can be rewarded with free phone minutes if the user is on a fixed minute allotment pay plan. The user can be rewarded with a cash credit toward the phone bill for mobile phone **50** and/or any associated telecommunication device like a home phone bill. Also, if the communication link between mobile phone **50** and agent workstation **72** results in a purchase of a good or a service, the user can be rewarded with additional free minutes and/or a larger cash credit.

Module **83** proceeds to stage **S156** of routine **50** to reward the user of mobile phone **50** when receiving acknowledge command **AC** during stage **S152**. The reward for acknowledging advertisement **AD** can be identical or different than the reward offered for wanting to contact the advertiser. For example, the amount of free minutes and/or cash credit can be less when module **83** receives acknowledge command **AC** as opposed to receiving contact command **CC**.

Module 83 proceeds to an optional stage **S158** of routine **50** when receiving store command **SC** during stage **S154** of routine **150** or after an execution of stage **S156**. During stage **S158**, module 83 can note a reception of advertisement **AD** by mobile phone **50**. In one embodiment, module 83

5 updates a status report for call center **70** that indicates the type of response by mobile phone **50** to advertisement **AD**.

Referring to **FIGS. 5 and 6**, while continually receiving registration notification signal **RNs**, software **80** returns to stage **S114** to cycle through stage **S114** and stage **S116** in accordance with the preferred schedule of the

10 user of mobile phone **50**. Also, after transmitting the appropriate command, software **90** will return to stage **S122** to await any subsequent advertisements.

Referring to **FIGS. 1-8**, numerous advantages of the present invention for the user of mobile phone **50** and the advertiser of call center **70** have been explicitly and implicitly described herein. In summary, for the user of mobile phone **50**, a first advantage is the ability to grant authorization to call center **20** to have advertisements pushed to mobile phone **50** and/or secondary mobile stations with no charge to the account of the user of mobile phone **50**. A second advantage is the reception of advertisements in accordance with a preferred schedule. A third advantage is a convenient mode of calling the

15 advertiser of call center **70** to discuss or execute a potential purchase of a good or a service offered by the advertiser with no charge to the account of the user of mobile phone **50**. A fourth advantage is an identification of a near-by store location of call center **70** whereby the user can conveniently visit the store location to purchase a good or a service from the advertiser. A

20 fifth advantage is being rewarded with free minutes and/or cash credits for responding to the advertisements.

For the advertiser of call center 70, a first advantage is a passive and economic manner of advertising goods and services. A second advantage is an immediate response mechanism for making sales of goods and services. A third advantage is a convenient execution of purchases with the ability to

5 retrieve user information such as credit card and shipping address.

While the embodiments of the present invention disclosed herein are presently considered to be preferred, various changes and modifications can be made without departing from the spirit and scope of the invention. The scope of the invention is indicated in the appended claims, and all changes

10 that come within the meaning and range of equivalents are intended to be embraced therein.